



August 12, 2010  
Open House

# Community Plan 2030

## Branson Comprehensive Plan

### What is missing or needs to be enhanced to create a vibrant tourism experience?

- Make Community Look Better
- Current & Bigger Name Stars
- Flowering Plants – Variety Of Colors That Bloom All Year
- Tear Down The Palace – Primed For Re-Development
- Stronger Ordinances To Control Opc's – Branson's Worst Problem
- Attract Adult Training, Education Companies
- Traffic On 76 Needs To Be Addressed
- Educate Property Owners On What Would Be Best Long Term For Them
- Outdoor Recreation
- More Trails For Hiking & Biking
- New "Big Name" Talent For 1 Or 2 Night Concert
- Update Downtown Streets & Sidewalks
- Update Facades Downtown
- No More Strip Malls
- More Traveling Theater – Off Broadway
- More Public Docks On Table Rock
- Auto Racetrack
- More Notice Of City Special Events
- Get Away From Moon Scapes – Plant Back
- Car Racing
- Aquariums
- Sport Parks
- Less Theaters
- Less Regulations By City
- Better Marketing To Dispel The "Hillbilly Mentality"
- More Partnerships With Lake Communities & Attractions
- More Retirement Friendly
- More Indoor/Outdoor Sport Facilities
- Compliment An Arena/Multi-Purpose
- Bigger Name Stars & Events
- Set Standards & Regulations On Time Shares And Opc's
- More Industry
- Citywide Wi-Fi
- More Sporting Events, Fields, Indoor Facilities
- More Public Beaches



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- Increase Sports Marketing – More Fields & Courts
- Sports Events
- More Cultural Attractions (Library/Arts)
- Need Broader Range Of Attractions To Draw Larger Age Groups
- The Thing That Is Missing Will Show Up
- Big Name Stars – They Could Pull A Higher Ticket Price
- Aquarium
- Trams Or Buses
- Redevelopment Of Vacant Or Under-Utilized Facilities In Contrast To Tearing Them Down
- Get Rid Of Opc's
- Theaters Should Be The Only Thing On 76
- More Roadways And Signs
- Tax Supported Library
- Build More Facilities For Youth Sports
- Remain A Destination For God, Family & Country
- Crosswalk At Gretna & 76
- New Stuff
- Bring Artists That Fit Our Clean Family Entertainment Image
- A Study To Determine Show Types Needed Or Desired
- More Upscale Restaurants
- Year Round Entities
- Enhance Current Shopping
- Interactive Experience Based Entertainment
- Lakeside Restaurants On Table Rock
- Varied Experiences For A More Diverse Demographic
- Change View And Misconception Of Branson
- Appeal To 30-50 Year Olds Better
- Less Hickory Stick Back Scratchers And Corncob Pipes And More Martinis And Steaks
- Research Entertainment Preferences Of Boomers
- Market How Friendly Of A Community For Families
- More Signs On Roads To Direct Traffic (Highroad)
- Start Obeying Sunshine Law
- Don't Be Litigious
- Wider Variety Of Performers
- Higher Standards Of Theaters, Landscaping, Signage, Hotels
- How To Fill Theater Seats?
- Pursue Other 2 Hour Experiences Similar To Titanic



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- Search For Entertainment With A Focus Toward Family
- City Wide Events/Festivals To Expand Entertainment Experiences
- Stoplight At Branson North
- More Open Space Downtown & On 76
- Preserve Unique Selling Points – Corny, Hokey, Hillbilly